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December 6, 1974

Dr. Joshua Lederberg
Department of Genetics
School of Medicine
Stanford University
Palo Alto, California 94304

Dear Josh:

A young physician friend of mine, Dr. Eric Sohr, has taken six months out of his life to develop a book to alert consumers to the potential for the adverse effects from drugs. I believe that his work to date demonstrates the feasibility of compiling a book to cover more than 90% of the prescription and over-the-counter drug market.

The research which has gone into developing this book has been methodical and thorough. Dr. Sohr started by identifying the retail market for drugs, using state medicaid claims and other sources for the prescription drugs and using the American Pharmaceutical Association's recent manual on over-the-counter items. This resulted in a list of more than 1200 brand and generic names. He considered it essential to key the book to the retail market and to cover a large share of this market in order to be able to provide information about known drug-drug interactions and to decrease user frustration which might result because of an inability to look up a drug.

I believe strongly in the concept of the "activated patient" and I feel that this book represents an important step in that direction and should be disseminated as widely as possible. Dr. Sohr has spent his own time and money on this project including a contractual arrangement with an M.D. Ph.D. clinical pharmacologist to assure accuracy of the information. The book at this point is about 80% complete and Sohr has contacted several publishers. The one publisher who has currently shown an interest is capable of reaching but a limited audience with a book price tag estimated at around \$5.00. However, the intent of the book is as a consumer publication, widely available at under \$3.00 in paperback.

For each drug, the more common side-effects and toxicities are presented, together with drug-disease and drug-drug interactions. Contraindications for a drug related to age, pregnancy, lactation and concomitant disease conditions are also presented for the various drugs. In addition, the appropriate manner for taking certain drugs is also provided, such as, "on an empty stomach," etc.

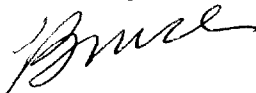
The book has been designed to be used by the consumer at two levels, as both a primer of pharmacology and as a rather complete reference book for looking up drugs. The first several chapters of the book

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contain the primer material. I believe that these chapters are a cogent and thoughtful presentation of the basics of pharmacology and that they will be easily understood by laymen.

Dr. Sohr is willing to continue work on this book. I believe he would be receptive to editorial comments and would be willing to rewrite the book if such is considered necessary. Enclosed is the portion of the manuscript which has been typed to date and your thoughts on this book would certainly be appreciated. He has never been published and has no direct contacts in the publishing business. If you believe that the book has merit, I would like to solicit your help in bringing this project to the attention of a publisher.

Sincerely,

A handwritten signature in cursive script, appearing to read "Bruce", written in dark ink.

Bruce D. Waxman

Enclosure